



SINGAPORE COFFEE
ASSOCIATION

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Singapore Speciality Coffee (Micro-Lot) Auction 2021 Goes Hybrid with 55 Coffee Lots from 15 Countries

SINGAPORE, 03 May 2021 – After the successful debut of the inaugural edition of the Singapore Speciality Coffee Auction which was held virtually last year, the organiser, Singapore Coffee Association (SCA), has broken new grounds to go hybrid this year with their second edition of the speciality coffee auction. 150 bidders are expected to attend in person “live” at the event venue together with hundreds of bidders anticipated to participate in the auction virtually from the Asia Pacific region. The auction is scheduled to take place on the 03 June 2021 at Orchard Hotel Singapore which will be streamed “live” via the association’s Facebook page and Zoom Platform.

For the first time before the start of the auction, the association will also be staging the Singapore International Coffee Convention 2021. With Key Sponsor - Bank Indonesia (BI) and Strategic Sponsors, Embassy of Colombia in Singapore and Olam International, the convention will touch on topics surrounding the coffee markets of ASEAN, North Asia, Central and South America. The event also welcomed its Technology Partner – ProfilePrint, a Singapore home grown tech company which has developed a technology that combines metabolomics, AI, and sensor technologies into a single platform that predicts the quality profile of coffee “within seconds”. Leveraging on the expertise of our certified graders and ProfilePrint’s technology, this year’s auction will see a twist of AI playing a role in the auction’s grading process.

“We are happy to see a record number of participating producers this year from 15 countries in our second edition of the Singapore Speciality Coffee Auction. The active participation is a strong testament of Asia’s growing speciality coffee market” said Mr Victor Mah, President of Singapore Coffee Association.

This year’s auction will see new participating coffees from China, Ecuador, India, Malaysia, Mexico, Papua New Guinea, Laos and Vietnam adding on to the established coffee producing countries of Brazil, Indonesia, Colombia, Costa Rica, Panama, Ethiopia and Peru.

For more information of the Singapore International Coffee Convention 2021 and Singapore Speciality Coffee (Micro-Lot) Coffee Auction 2021, please visit: www.singaporecoffee.org/sicc2021

About Singapore Coffee Association

The Singapore Coffee Association (SCA) was established in the late 1950's by a group of pioneering coffee traders. During the ensuing years, coffee trade developed rapidly due to the enterprise and hard work of the traders. Singapore gained recognition as one of the coffee centres of the world. Today, as a result of the transformation, Singapore Coffee Association's membership represents all sectors of the coffee industry, from green coffee supply chain providers, international and national roasters to well-known coffee retailers.

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